



CUSTOMER EXPERIENCE

The Age of Experience!

LB LYNN BAKER

HELLO

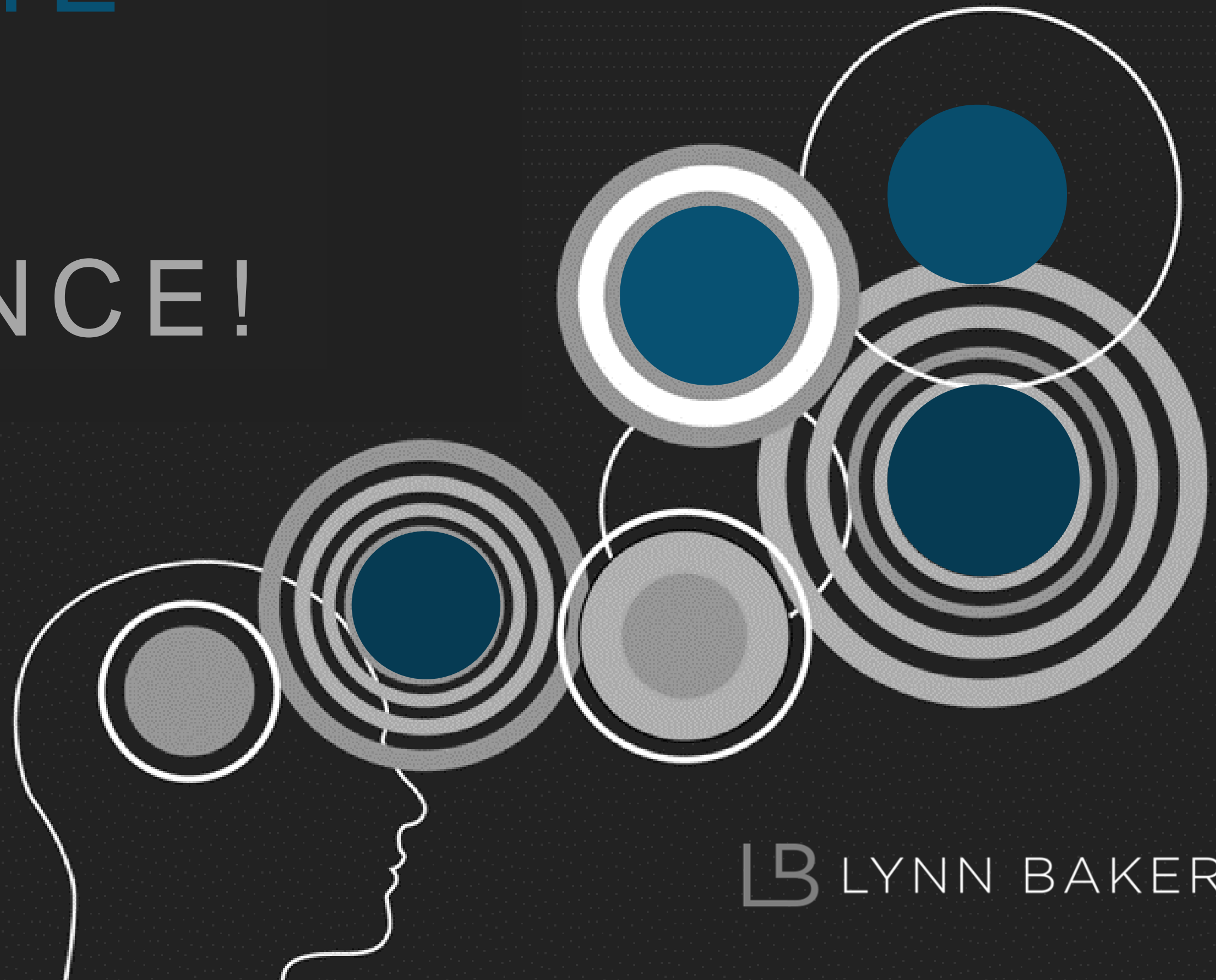


LYNN BAKER

- Customer Experience Specialist (CXS) (CX University)
- Disney Institute – Quality Service Certificate
- Disney CX Summit 2018 – Disneyland, California
- Judge – Int'l Customer Experience Awards - Amsterdam
- Judge – Gulf Customer Experience Awards - Dubai

WELCOME

TO THE
AGE OF
EXPERIENCE!



B LYNN BAKER

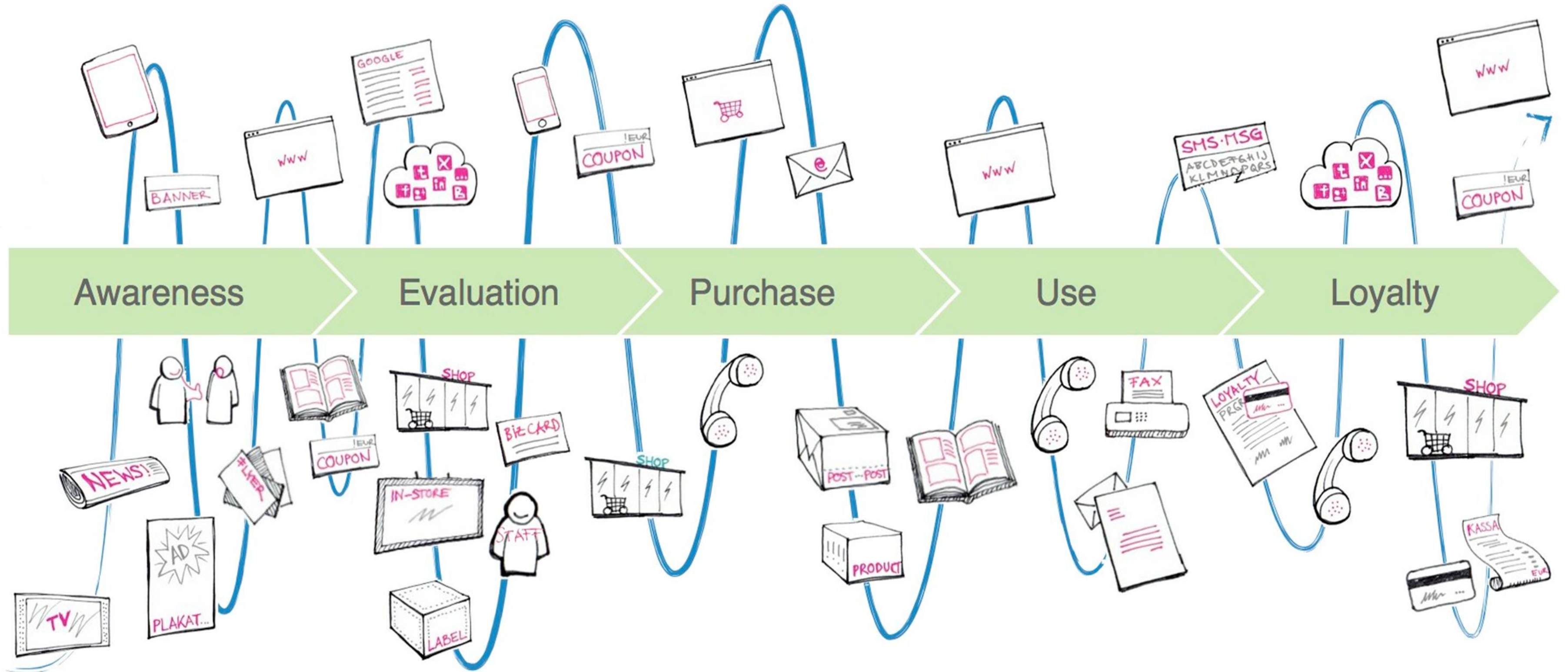
CUSTOMER
SERVICE
versus
CUSTOMER
EXPERIENCE



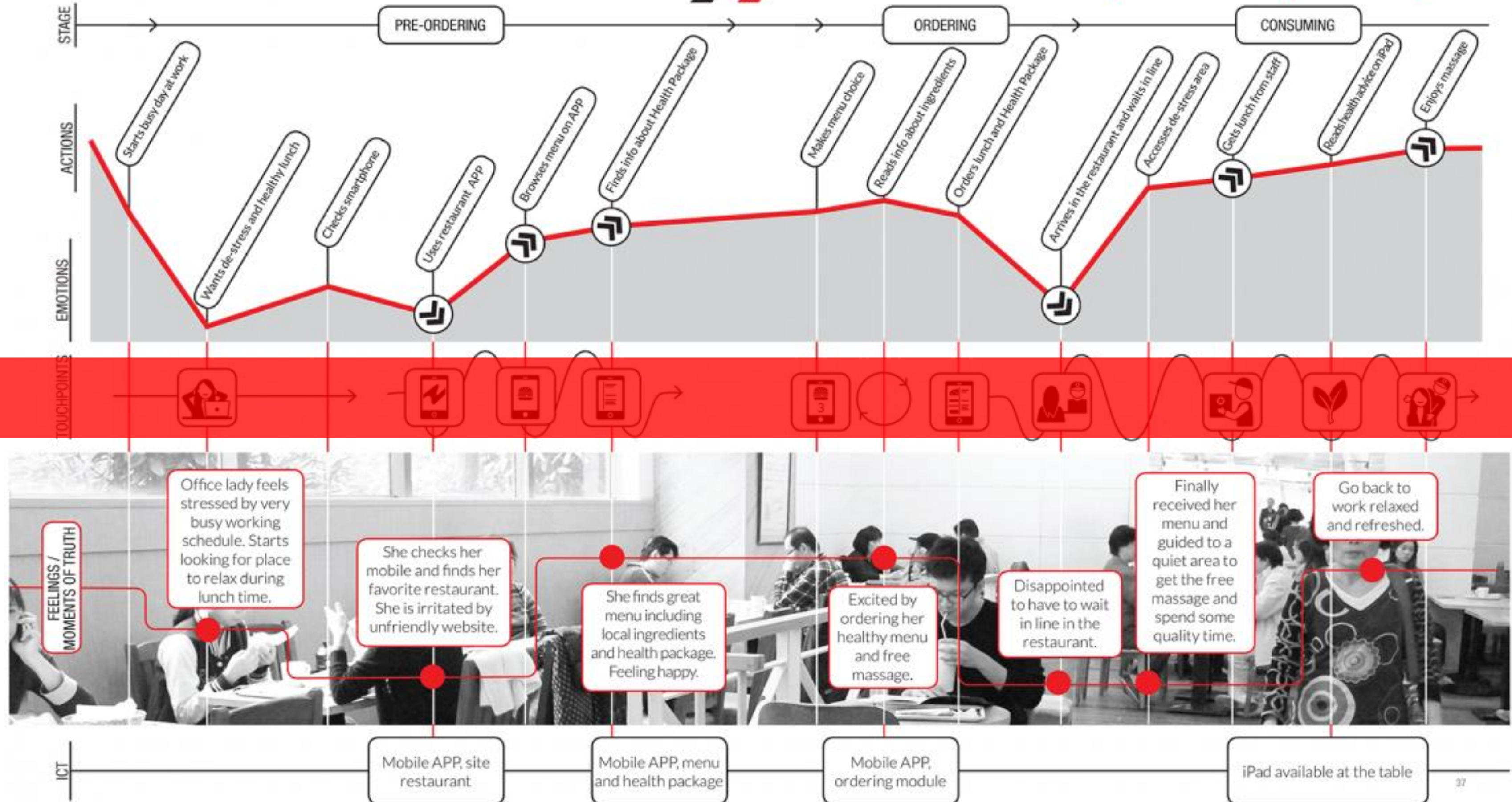
CUSTOMER SERVICE



CUSTOMER EXPERIENCE – end-to-end journey



3 | 4 restaurant case >> customer journey map





HOW STARBUCKS DO CX

- Worldwide revenue \$25bn
- Employees = 300,000 +



20

touch point
experiences
in

1

Cup of Coffee

Positive
Feeling

Gratify

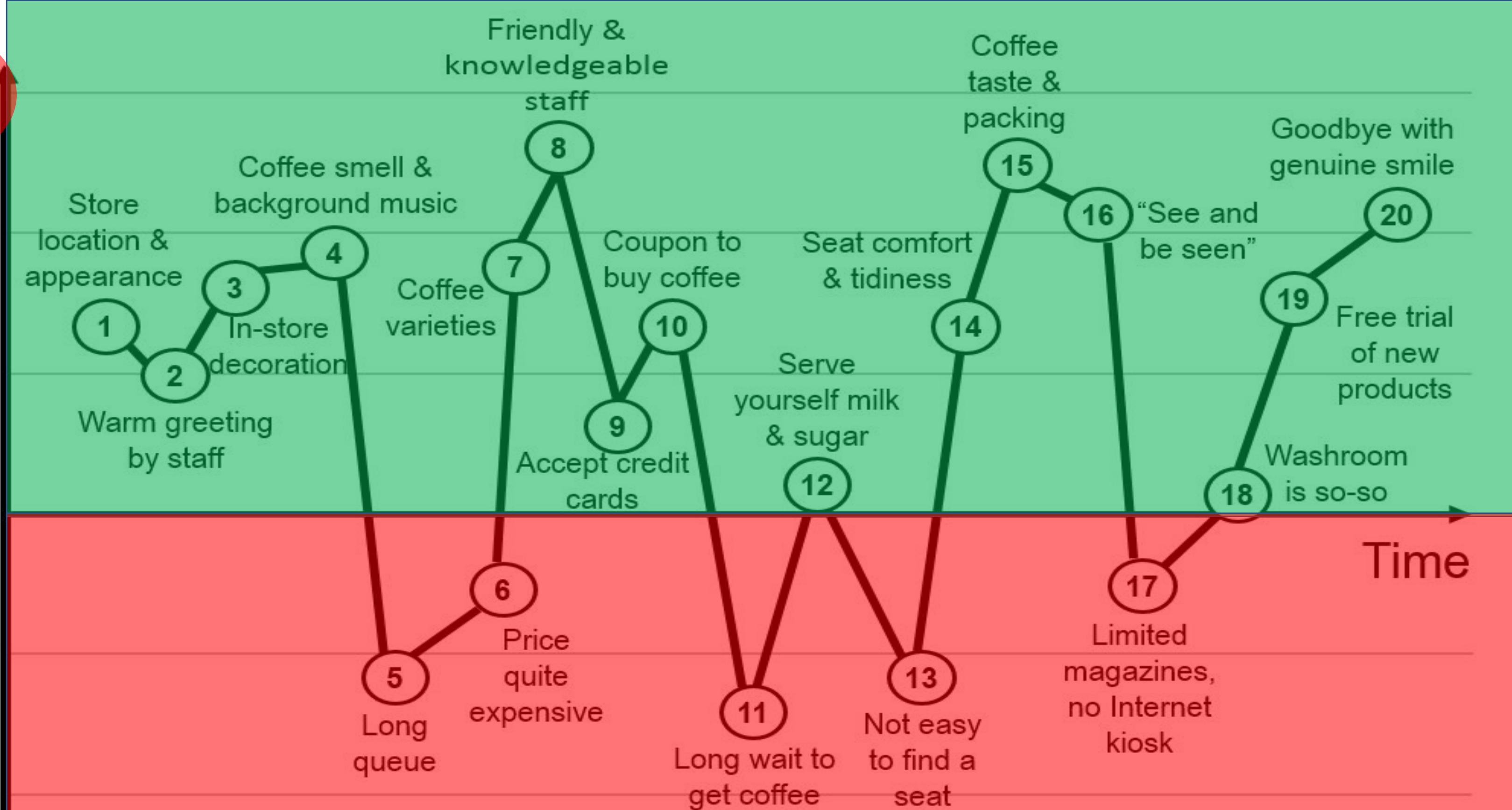
Satisfy

Neutral

Bad

Horrible

Negative
Feeling



20 touchpoints in 1 Cup of Coffee



CUSTOMER TRENDS 2019



CX TRENDS 2019

#1

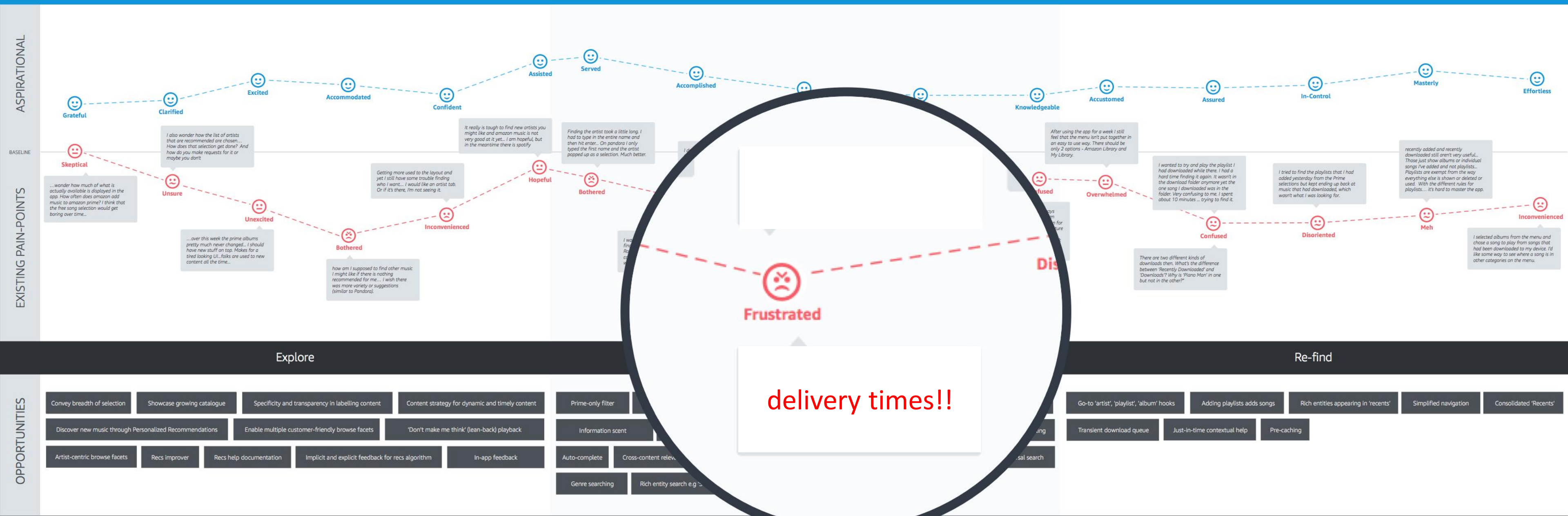
convenience

CONVENIENCE

amazon.com



Prime Music Customer Journey Map





A 3D-rendered chessboard with a grid of alternating black and white squares. The squares are raised, creating a perspective effect. A single, highly reflective red sphere is positioned on one of the black squares in the lower right quadrant of the board. The lighting creates strong highlights and shadows, emphasizing the three-dimensional nature of the pieces and the board.

CX TRENDS 2019

#2

personalisation

NETFLIX




Fri 29-Sep-17 3:34 PM

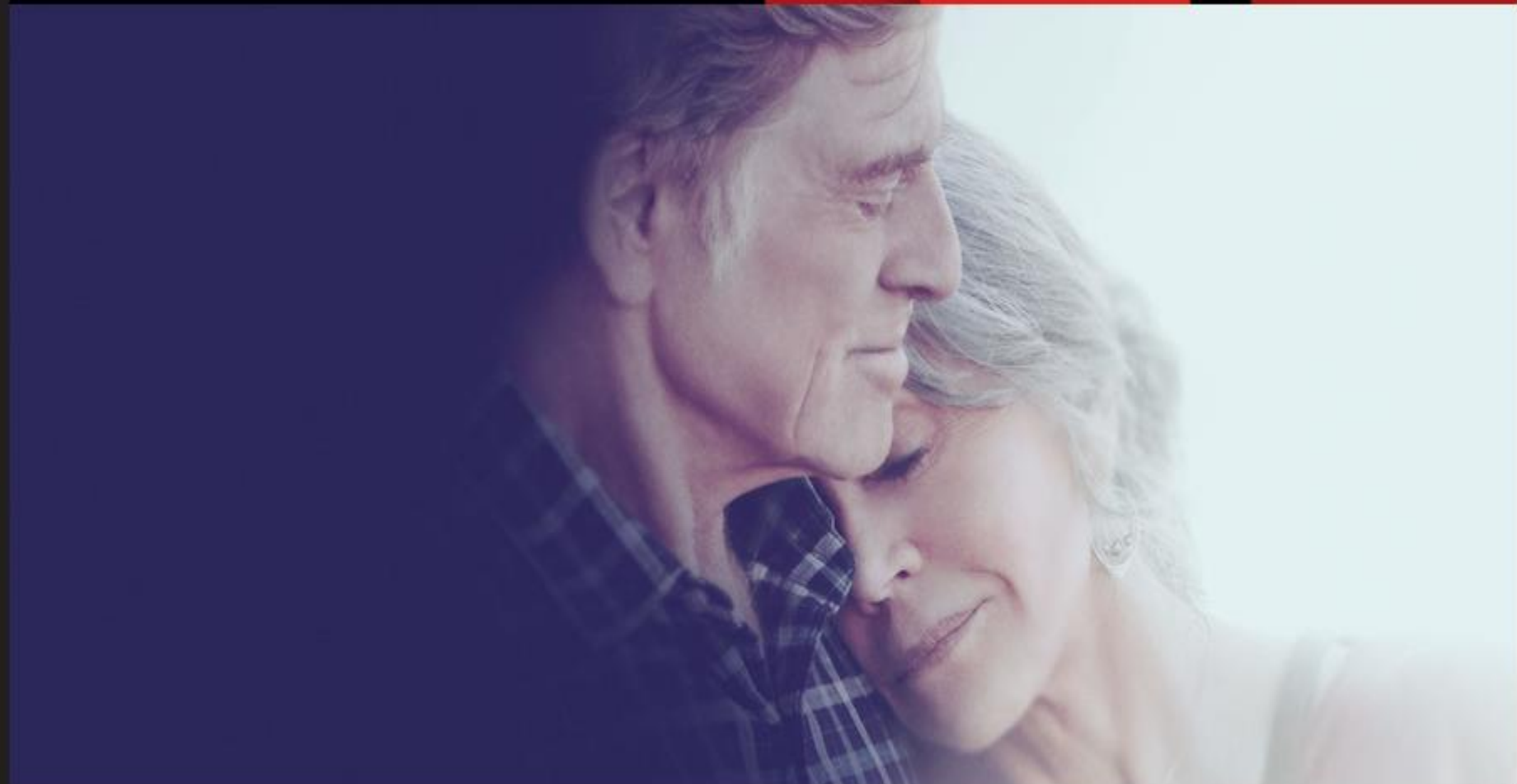
Netflix <info@mailier.netflix.com>

Lynn, we just added a movie you might like

To: lynn@executivepresence.co.za

 If there are problems with how this message is displayed, click here to view it in a web browser.

| For Lynn





BMW iVision - Future Interaction

CX TRENDS 2019

#3

humanised
experience



POINT OF CONVERGENCE IS WHERE REAL CX HAPPENS



Technology / AI

CX



human element

I am inspired by a desire to:	Brands can leverage this motivator by helping customers:
Stand out from the crowd	Project a unique social identity; be seen as special
Have confidence in the future	Perceive the future as better than the past; have a positive mental picture of what's to come

Feel a sense of belonging

Have an affiliation with people they relate to; or feel part of a group

Protect the environment	Sustain the belief that the environment is sacred; take action to improve their surroundings
Be the person I want to be	Fulfill a desire for ongoing self-improvement; live up to their ideal self-image
Feel secure	Believe that what they have today will be there tomorrow; pursue goals and dreams without worry
Succeed in life	Feel that they lead meaningful lives; find worth that goes beyond financial or socioeconomic measures

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Deliver to Lynn
Bryanston 2021

Departments ▾

Browsing History ▾

Lynn's Amazon.com

Today's Deals

Gift Cards

Help

EN
🌐

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Account & Lists ▾

Orders

0
Cart



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We ship over 45 million products
from the US to South Africa

Humanising the digital experience

Recommended for you, Lynn



Humanising the digital experience

SONY

‘kando’

interactions that inspire
emotional connections



APPLE EMPATHY TRAINING

- FEEL
- FELT
- FOUND

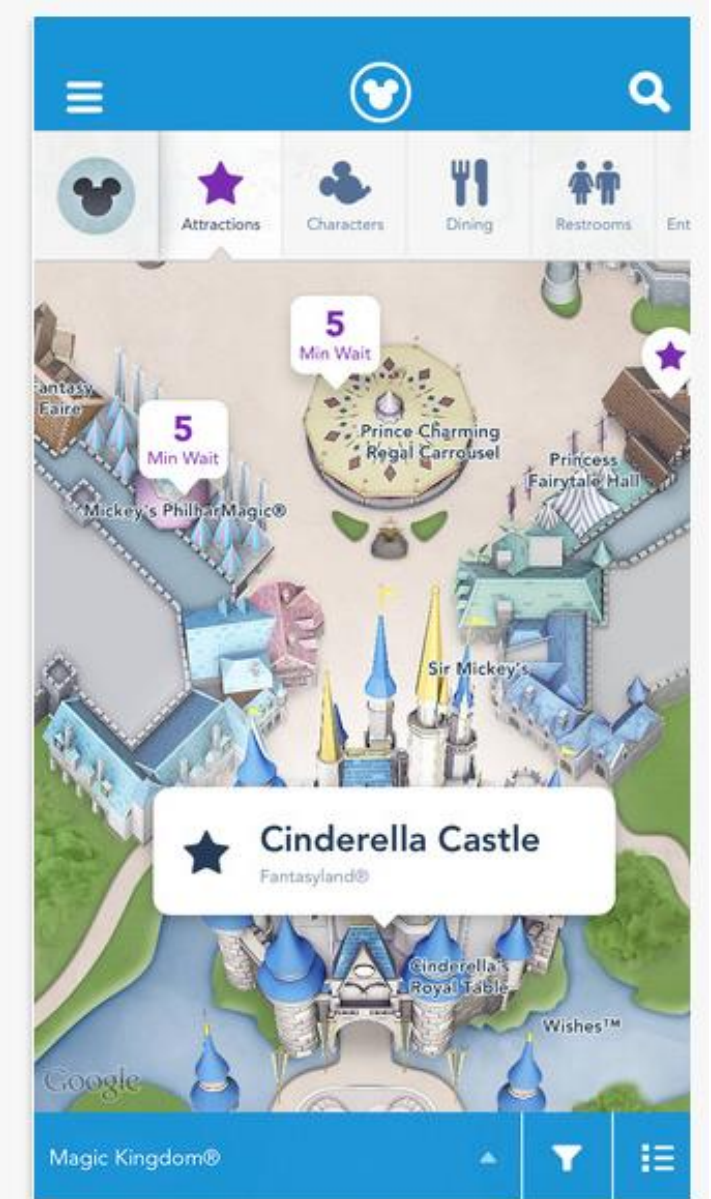
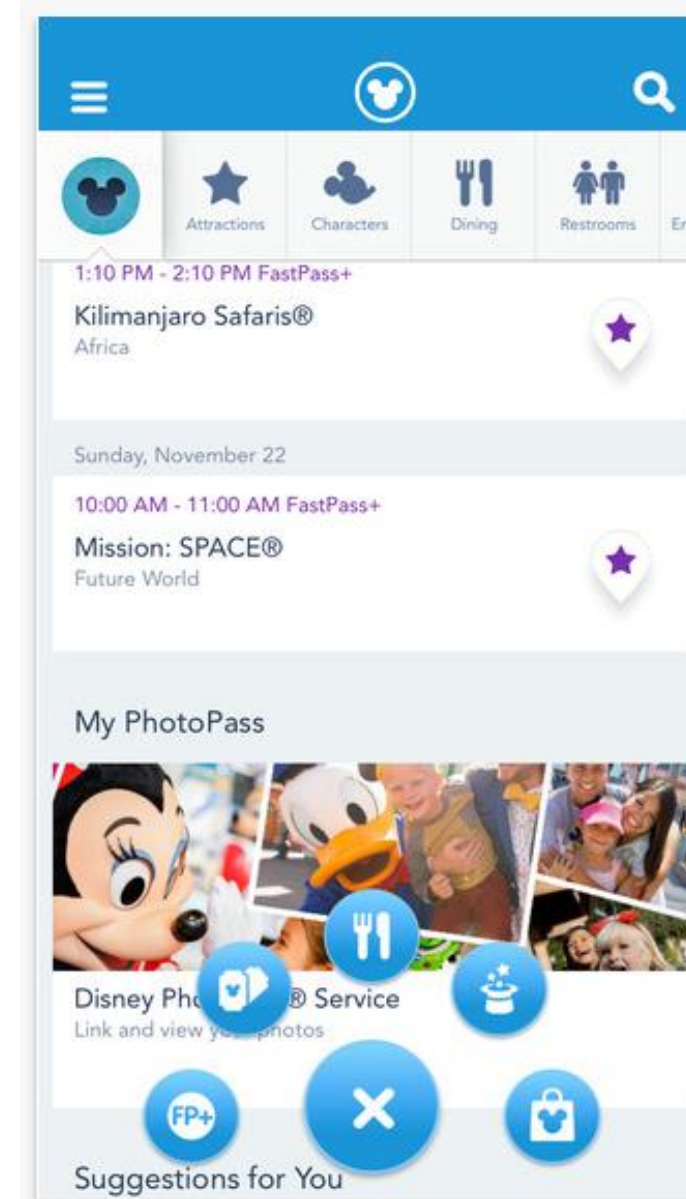
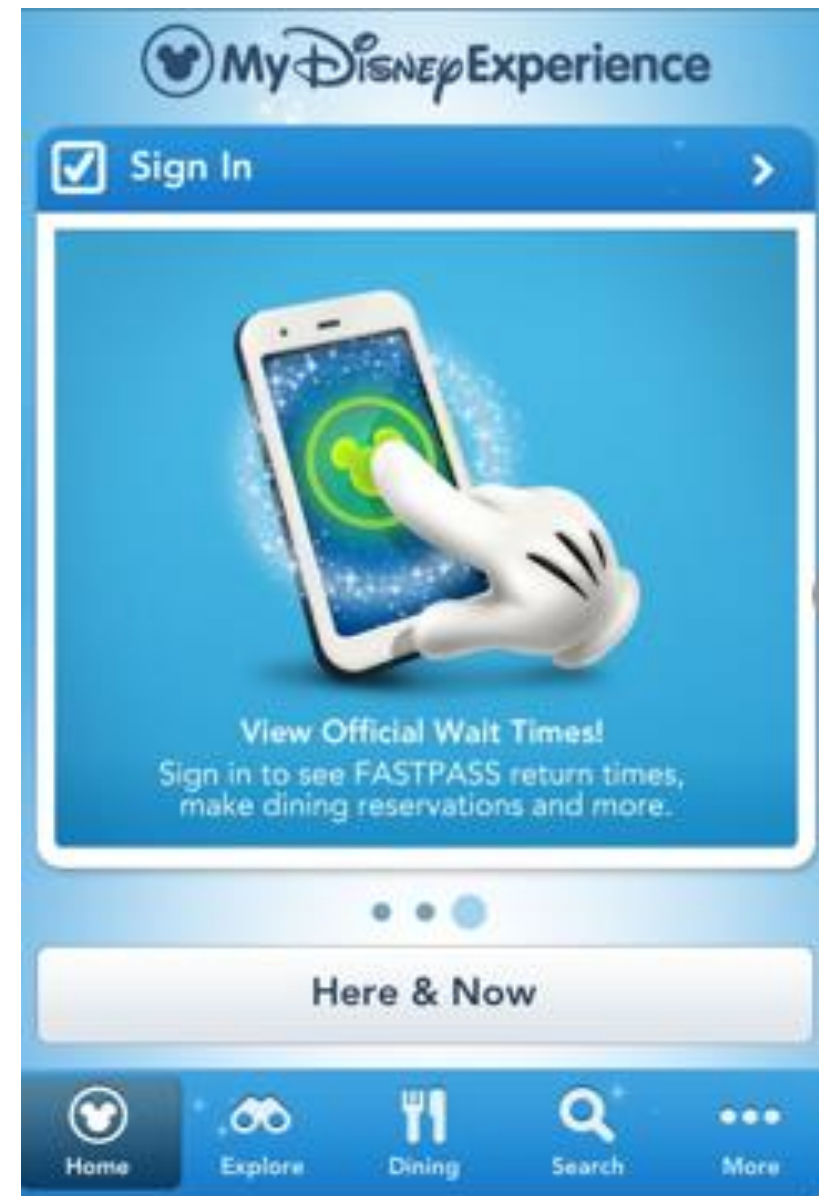
GREAT
EXAMPLE
OF WHO IS
GETTING IT
RIGHT?

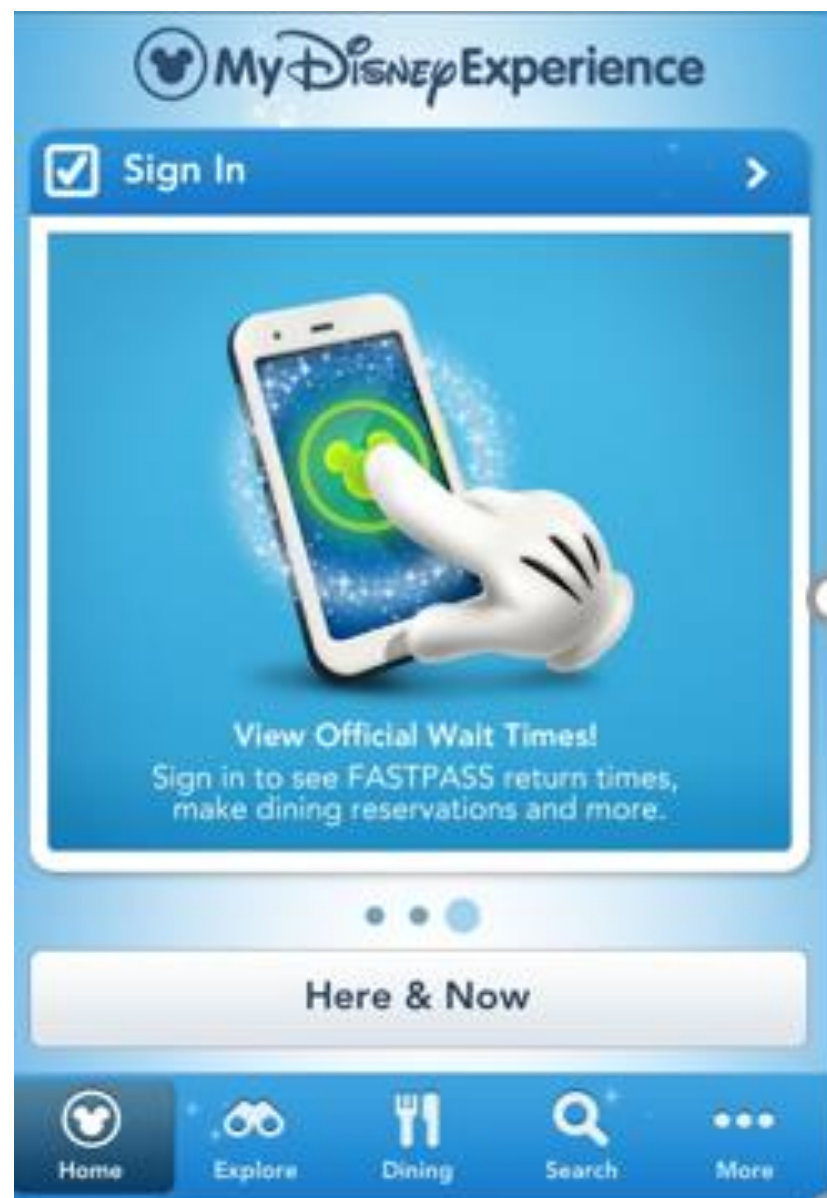


technology



U\$1 Billion

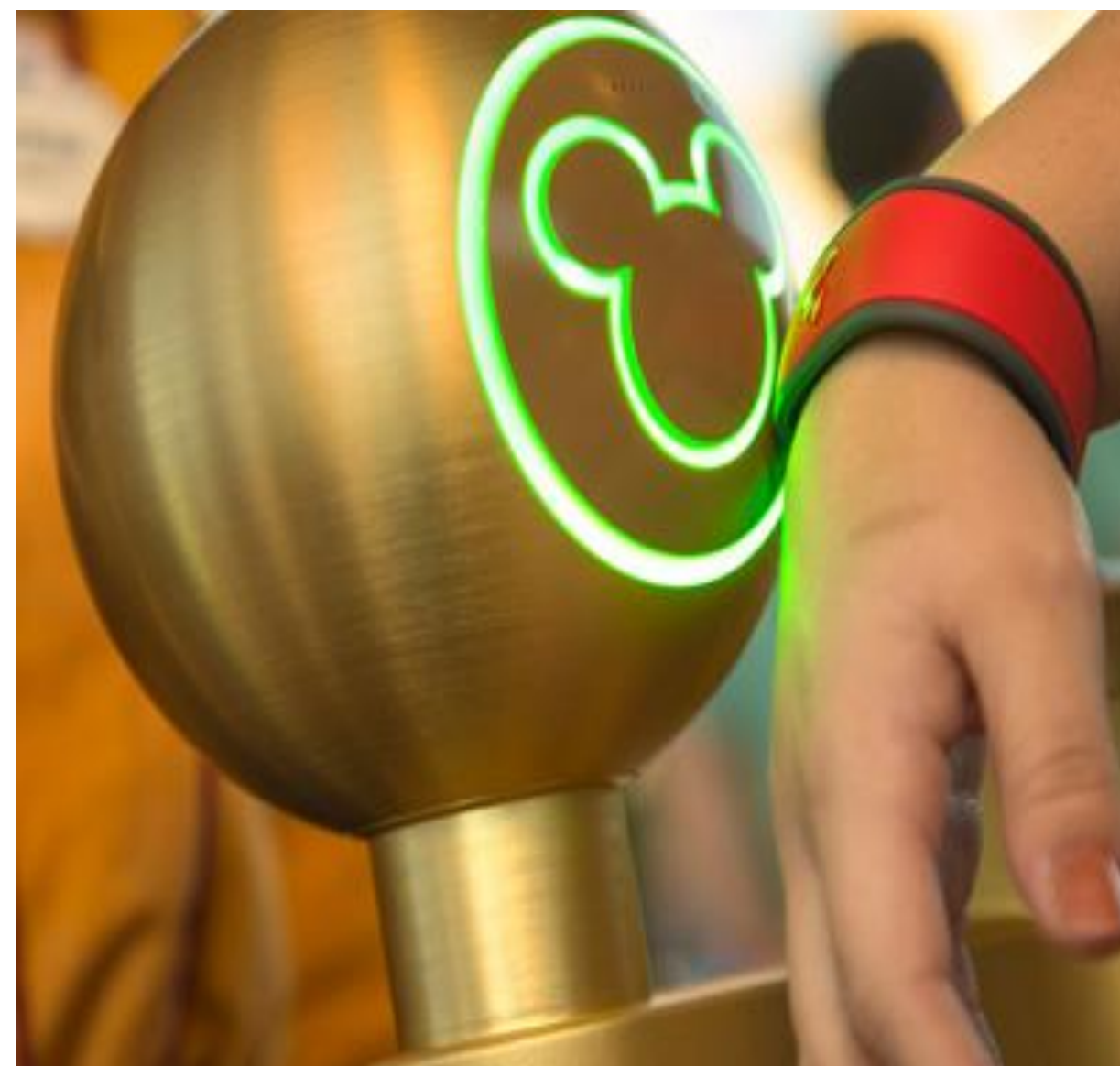




+



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HOW DO
DISNEY
GET IT RIGHT?



①

people



processes



technology



Map every touch point in the customer journey

people



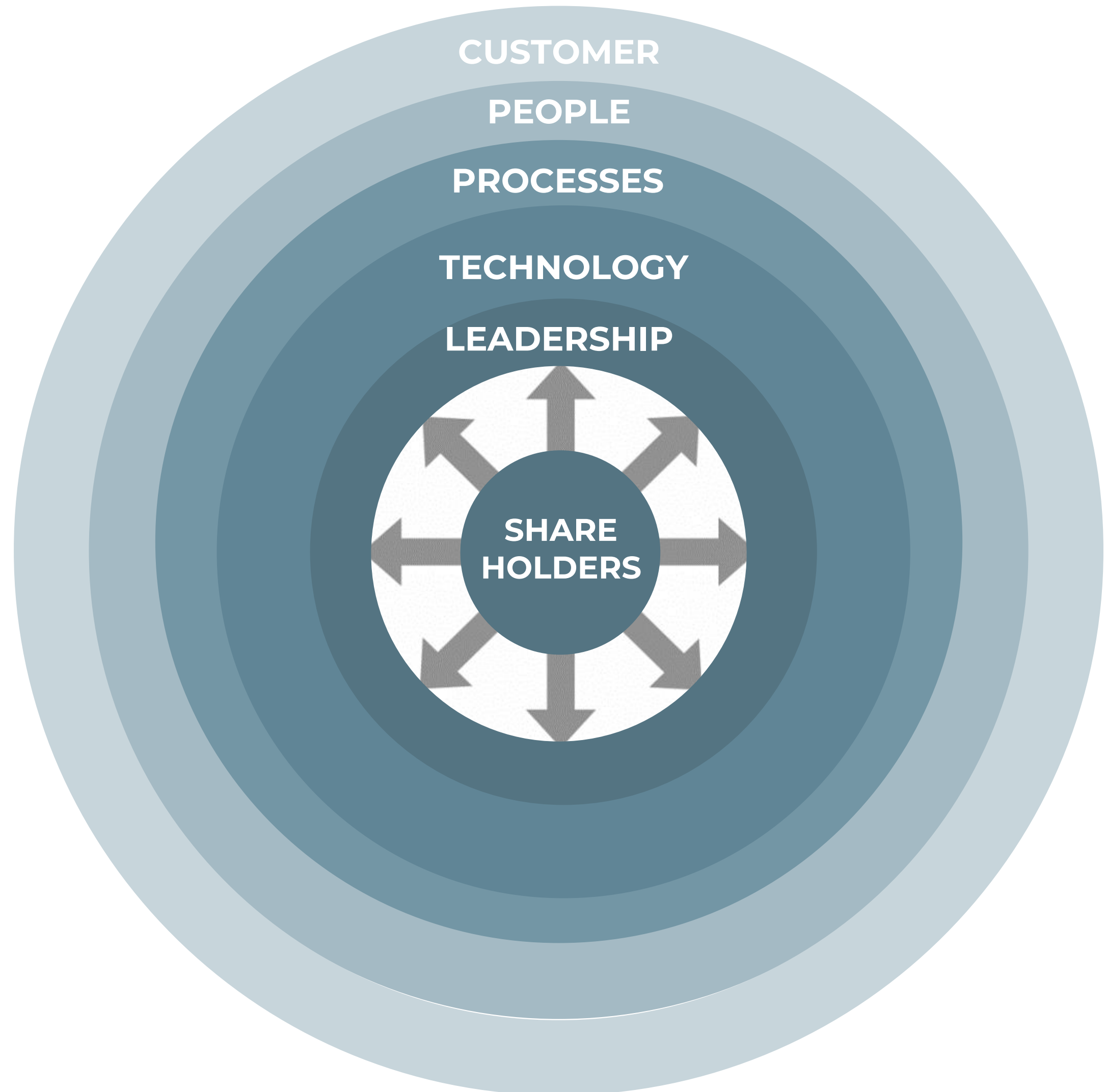
A MEANINGFUL PURPOSE STATEMENT



***"We create happiness by providing
the finest in entertainment
for people of all ages, everywhere."***

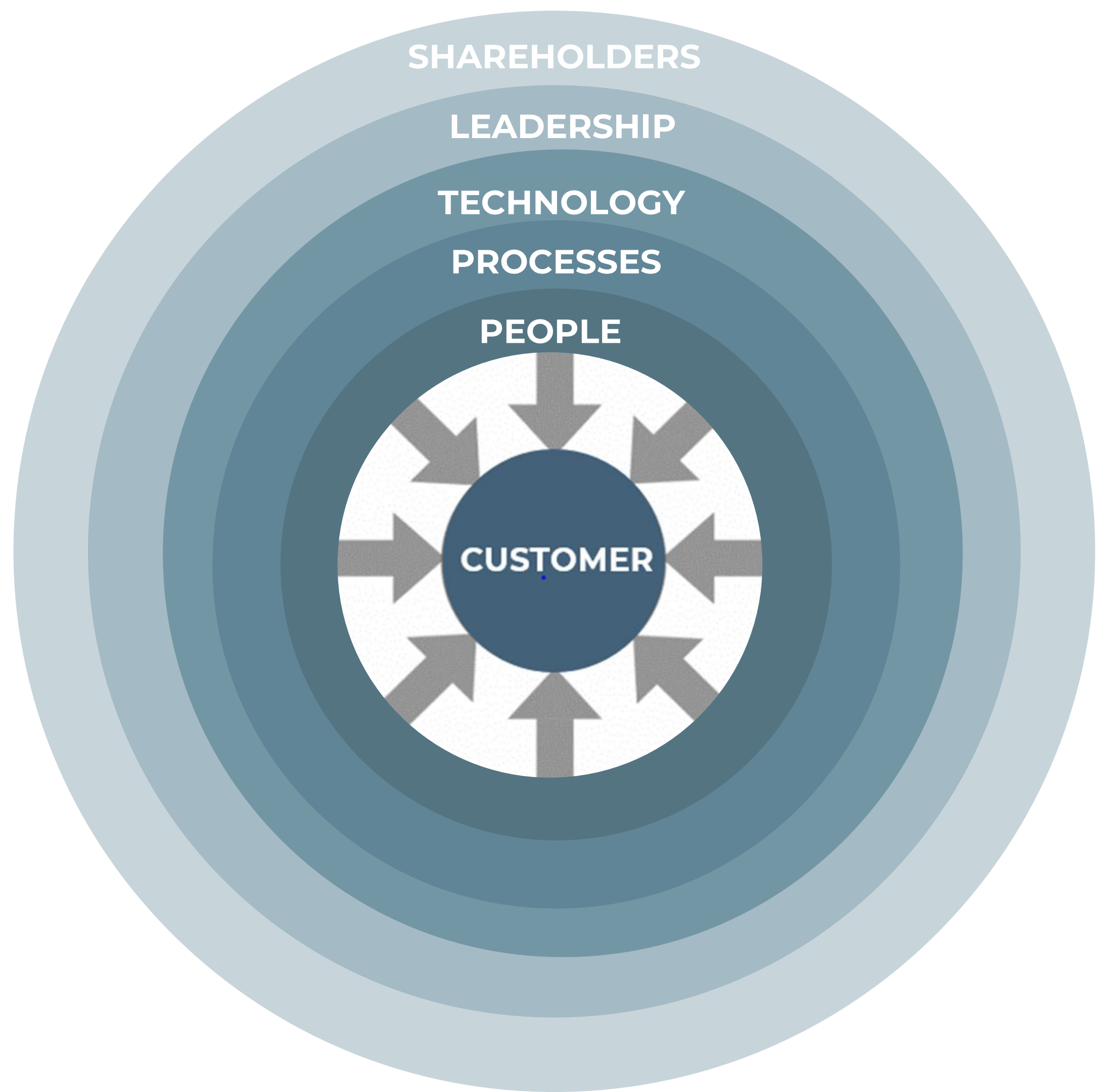
OUTSIDE -IN

BUSINESS MODEL



INSIDE -OUT

BUSINESS MODEL





Disney Management mandated to spend

75%

of their day with customers & employees

**HOW
DO WE COMPETE
IN
THE AGE OF
EXPERIENCE**



THINK DIFFERENTLY

ABOUT OUR BUSINESS



THINK DIFFERENTLY

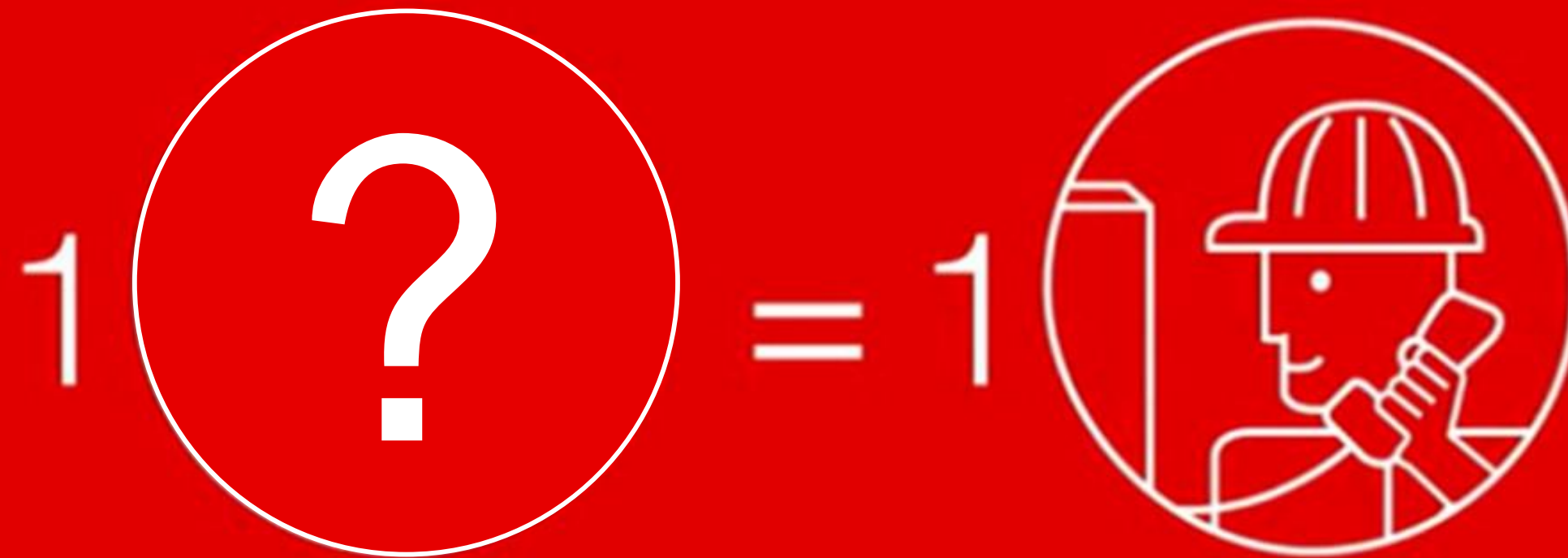
ABOUT OUR BUSINESS



THINK DIFFERENTLY

ABOUT WHAT WE OFFER
TO REMAIN RELEVANT





AVAYA USERS

THINK
DIFFERENTLY

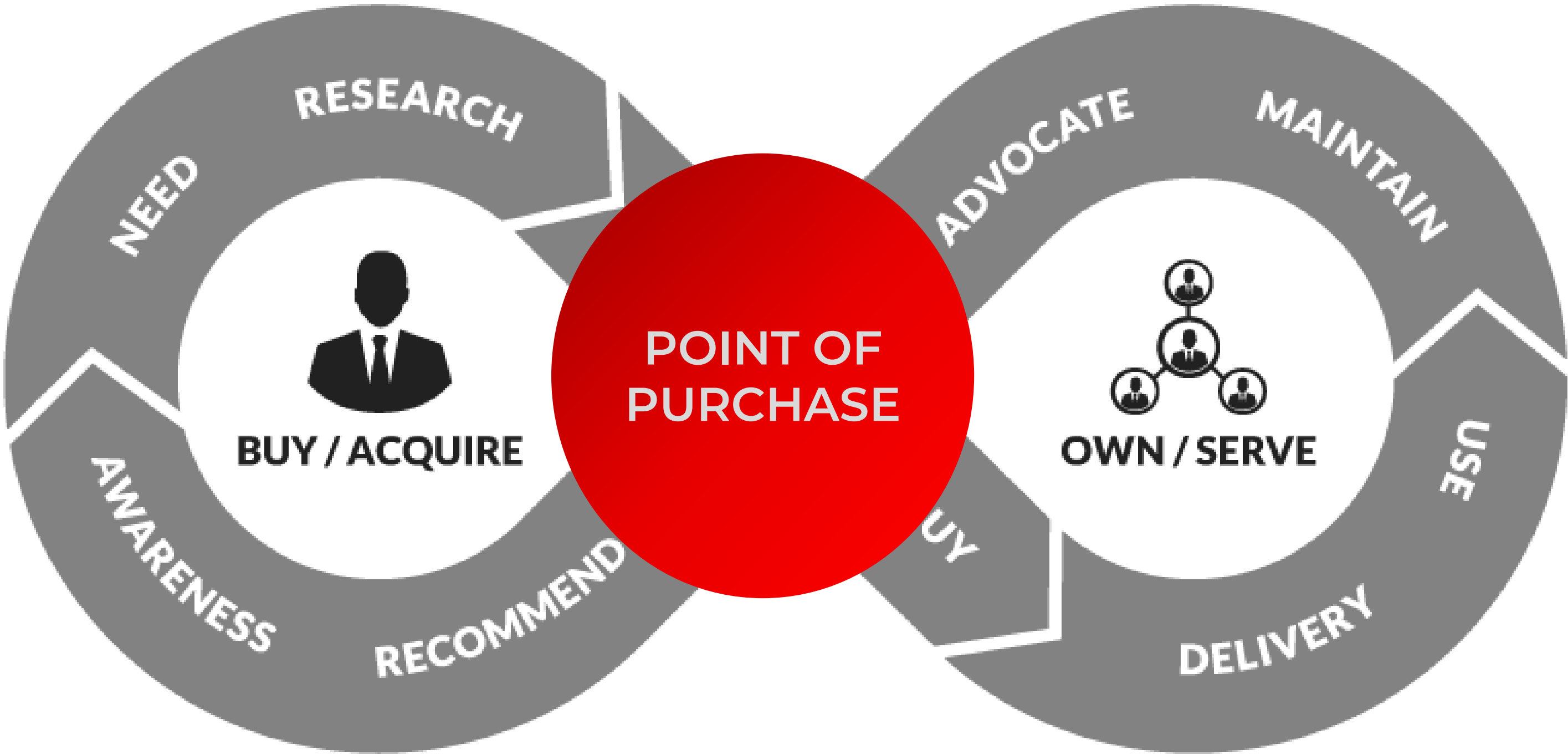
ABOUT THE
CUSTOMER
JOURNEY

Map the customer experience



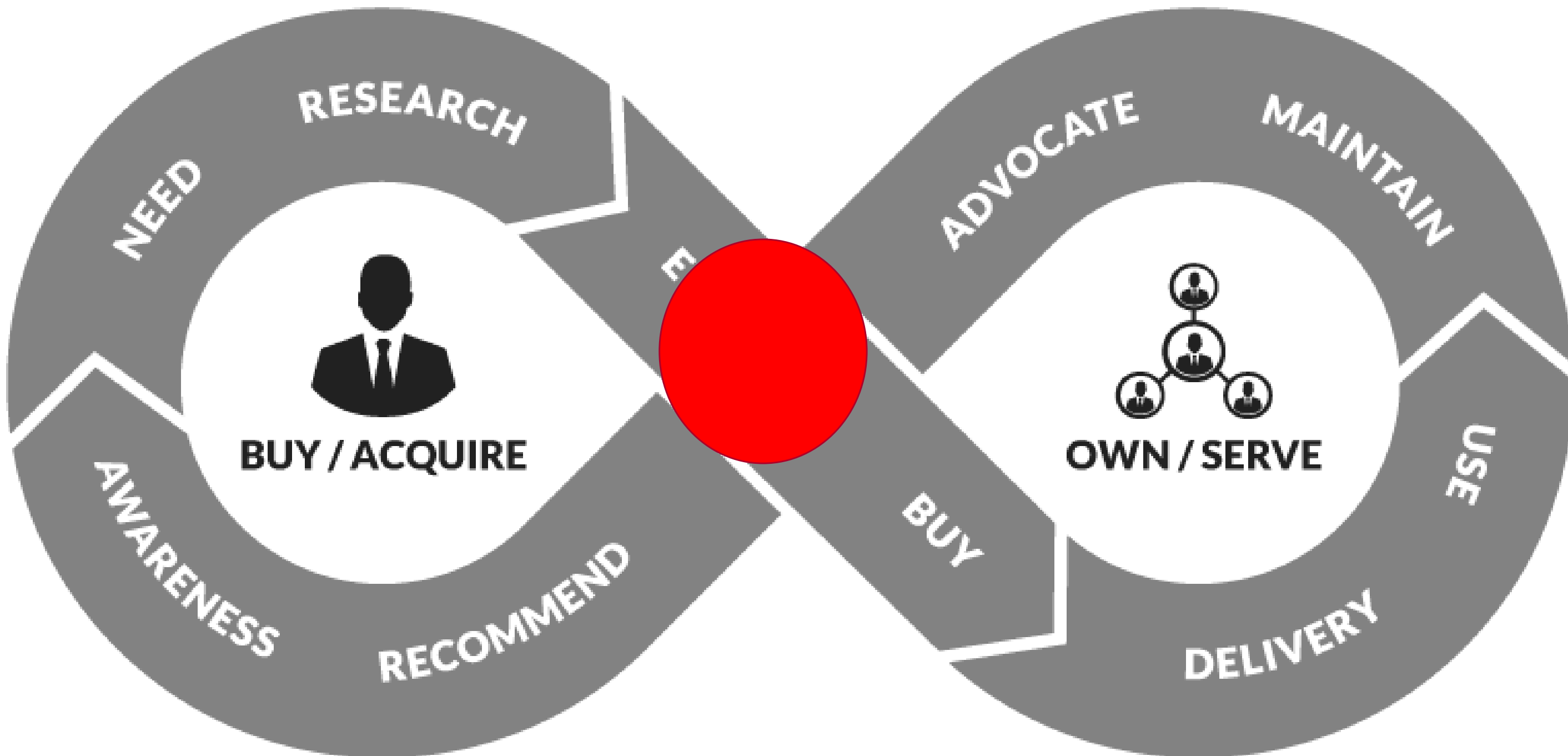
**THINK
DIFFERENTLY**

ABOUT THE
CUSTOMER
JOURNEY



**THINK
DIFFERENTLY**

ABOUT THE
CUSTOMER
JOURNEY





<https://www.cxacademy.co.za/customer-journey-game>



CUSTOMER-nopoly

just like Monopoly

except you win customers or lose customers





1

AWARENESS STAGE

THE CUSTOMER JOURNEY recognises that our relationship with the customer starts long before they purchase!

2

CONSIDERATION STAGE

THE CUSTOMER JOURNEY sees customers looking for information and validation of your products and services. These must be easily accessible.

3

PURCHASE STAGE

THE CUSTOMER JOURNEY requires keen focus on 3 key aspects:

- Engaged employees
- Smooth processes
- Efficient technology

4

USE & EXPERIENCE STAGE

THE CUSTOMER JOURNEY is only fulfilled when the product or service delivers on customer needs as promised!

5

DRIVING LOYALTY STAGE

THE CUSTOMER JOURNEY must include mechanisms to drive and encourage customers to return.

6

CUSTOMER RETURNS STAGE

THE CUSTOMER JOURNEY is ultimately about increasing customer retention! Returning customers are valuable to the business and are more profitable.



LAY OUT THE BOARD





EACH TEAM ELECT A
TEAM LEADER
WHO IS
'THE BOSS & THE BANKER'





CUSTOMER-nopoly



WINNING TEAM



ADD UP
TOTAL

CUSTOMERS



FUTURE SUCCESS RELIES ON HUMANISATION

B LYNN BAKER

THANK YOU

B LYNN BAKER



www.cxacademy.co.za



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082 457 5752

The Customer Journey Game link:-

<https://www.cxacademy.co.za/customer-journey-game>